

DREAM CUSTOMER WORKBOOK



CREATING MY DREAM CUSTOMER PERSONA

Thanks for downloading my "Dream Customer" Workbook!

First things first, determining your target audience is a big step to building a **successful customer-attracting business.**

Having a Customer Persona helps you produce authentic copy that resonates with your audience. Knowing your customer persona allows you to speak directly to the ideal customer that you want to purchase your products or services in your website copy, social media content and on your blog.

So if you get this task down, you have taken the first step in positioning your business and defining exactly who you want to serve. As a small business owner, you will run into many different customers but if you know your customer it will be easier to attract them to your business!

Now, if you know who you intend to serve then you can pin-point the annoying, energy draining customers early and choose to focus on the customers that are truly interested in what you have to offer. The key is to find customers that won't mind spending their hard-earned money with you and bring you true fulfillment.

Working with your dream customers can:

- Give you a genuine sense of purpose and pride in your work
- Increase your happiness
- Keep you motivated and productive
- Stop your procrastination
- Increase your sales
- Help you create better marketing copy
- Help you develop a brand voice on social
- Help you create products and services that they love
- And improve your marketing by being more targeted

This workbook sets out to help you do just that. Remember your dream customers can be someone you admire that's a current customer, or an imaginary person you want to work with. It's truly up to your preference and your experience. Make sure to do your market research with this workbook. Your target customer has to fit your industry and the reality of your business offering. Definitely take your time with this activity and do substantial research for the best results.

Let's Get It!



Here is a few ways that you can design your dream customer. You can use "Creating a Dream Customer From Scratch" or you can use all 4. Just have fun with it, do your research and learn more about your customers so that you can recognize and attract them better through your website content, social media content, blog content and networking in general. From one small business to another, I wish you great success in your business!

Creating a Dream Customer From Scratch

1. Research the market that you want to serve.
2. Based on the data from your findings, pick the ideal customer that you feel as though would buy your products or services and would make you happy to jump out of your bed everyday to start work.
3. Answer these questions on the following pages to craft a detailed version of that person and support your desires with data from market research.

Survey Previous Customer

1. Do a current analysis of your current customers if you have any.
2. Send them a brief survey form through email asking them some of the questions detailed on this workbook.

Facebook Pixel Analytics

1. If you have run ads before you should have a Facebook Pixel installed on your website. If you do, check your Facebook Business Manager for customer data.
2. Search for common info on your customer such as their location and demographics.

Google Analytics

1. If you have google analytics installed on your website, check your website data to see what type of customers are exploring your website.
2. Search for common info on your customers such as their location and demographics.



Name: _____

Date: _____

Demographics

Name of your Dream Customer:

Age:

Race:

Profession:

Location:

Income Level:

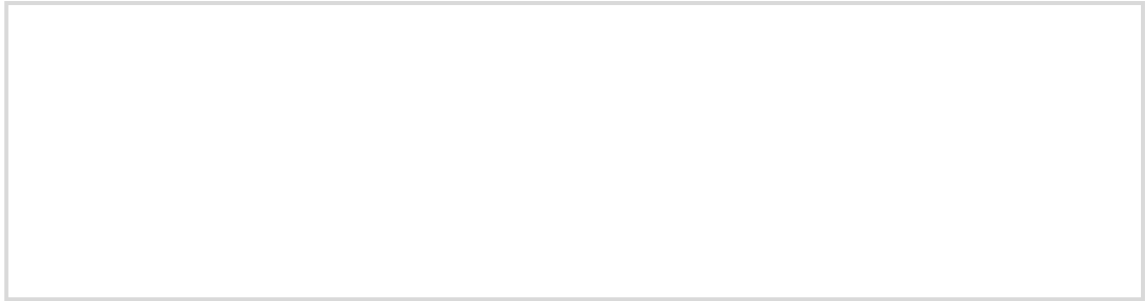
Education Level:

Family Structure:

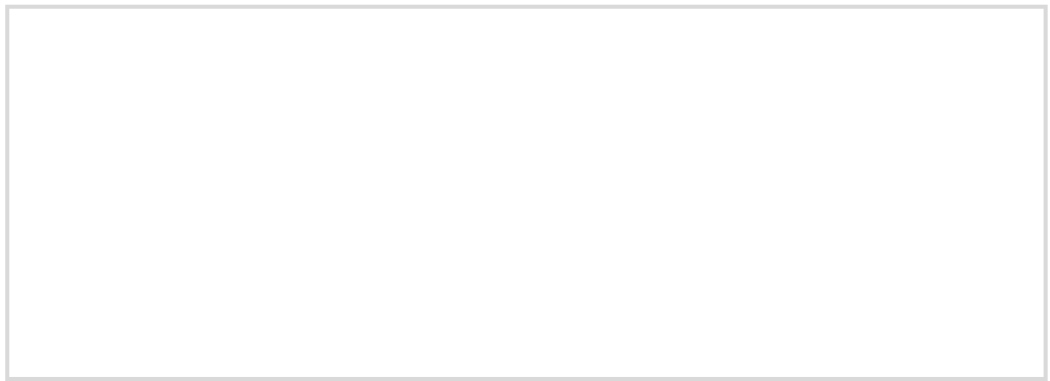


Psychographics

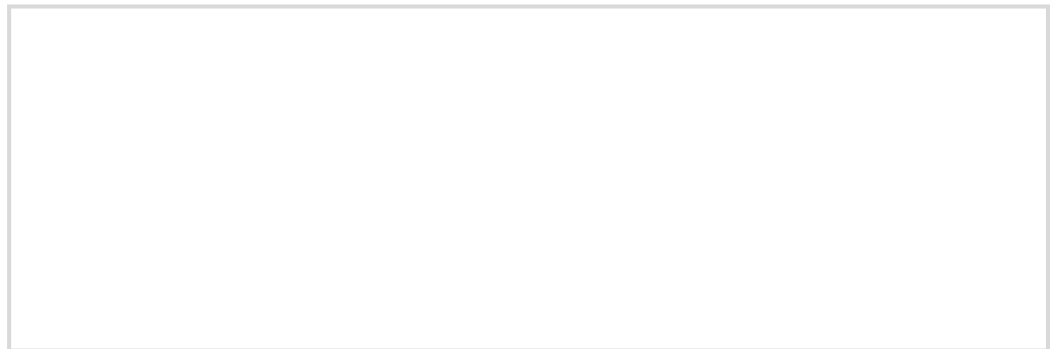
Hopes:



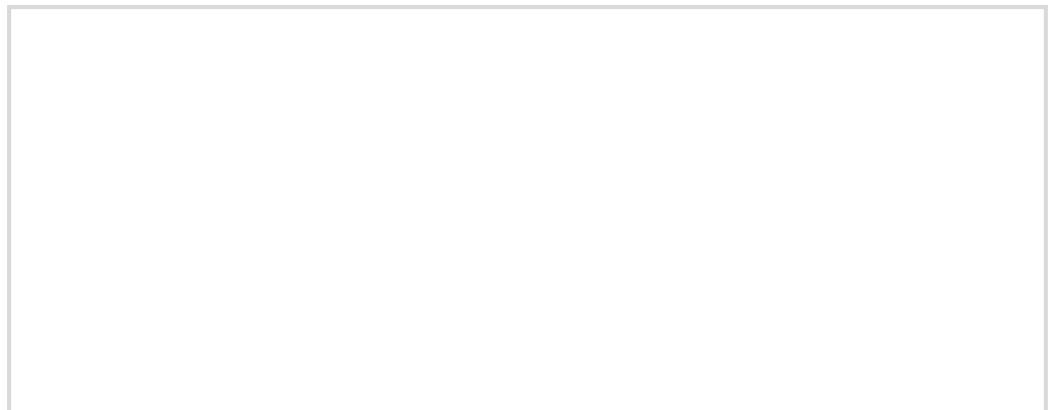
Aspirations:



Challenges:



Problems:



**Desired
Achievements:**

**What they love to
have happen in their
lives:**

**What keeps them up
at night:**

**What are they afraid to
lose:**



How do they
make their
decisions:

What's important
things in their life:

What causes them
to become
frustrated the most:

What makes
them angry:



**What's their most
urgent crisis at
the moment:**

**What humiliates
them:**

**What's their favorite
website to browse
through?:**

**What's their
favorite books?:**



My Detailed Dream Customer

Put together a story of your dream customer with the details of the person's demographics, psychographics and insider details that you wrote in the previous sections. Once your done, **CONGRATULATIONS YOU HAVE YOUR TARGETED (DREAM CUSTOMER) PERSONA!!**

My Detailed Dream Customer (Continued)



"The path to success is to take massive, determined action." -Tony Robbins



Hey, my name is Antoine Harris and I'm the Founder of Decisive Marketing Solutions. I want to personally thank you for taking the first step in your branding journey by downloading my **Dream Customer Persona Workbook!** If you've gotten any value out of this I would like to invite you to follow me on social media.



We provide social media marketing and website design services to small-business owners looking to grow their business strategically through social media. Check us out at: www.decisivemarketingsolutions.com

